

# DACC NEWS BULLETIN

DACC NO. 1

MARCH 1998

## Queen Margrethe to Open Great Belt to Cars

June 14 is the date when Queen Margrethe will officially inaugurate the Great Belt link, making it open to cars. Train travel has been in operation since last fall. The occasion marks completion of the project which started 10 years ago.

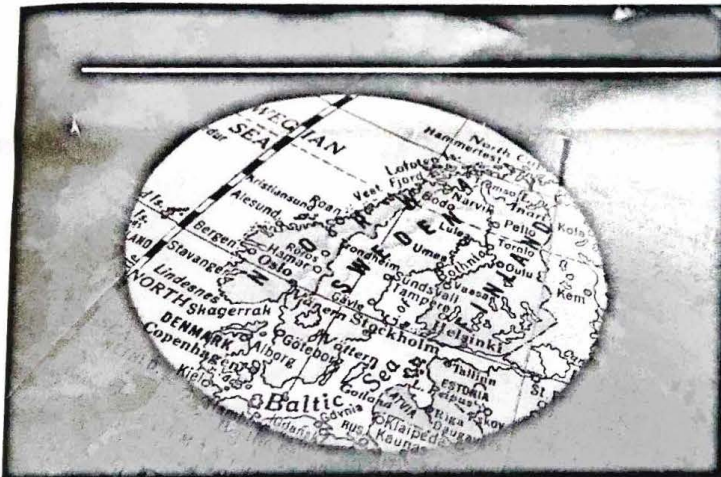
The toll for one way travel on the 12-mile bridge will be about \$30.00.

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## Election: Nyrup Wins

After an extremely close and exciting election, Poul Nyrup Rasmussen of the Social Democratic Party has emerged as the winner by a narrow margin. This means that Poul Nyrup Rasmussen will continue as Prime Minister supported by the Red-Green Alliance, the Socialist People's Party and the Social Liberal Party.

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DANISH AMERICAN CHAMBER OF COMMERCE

We welcome the following new corporate members:

Norsk Høstfest Association  
P.O. Box 1347  
Minot, ND 58702  
Ms. Pamela Alme Davy

American Pharmed Labs., Inc.  
270 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
Mr. Henrik Aagaard

Whiteman Osterman & Hanna  
One Commerce Plaza  
Albany, NY 12260  
Mr. Andrew C. Kelly

#### Krinsen Cut

Victims of the dreaded elm disease, the stately elms which graced the center of Copenhagen's Kongens Nytorv have been cut down. If one can be positive, the resulting clearing of the trees has brought into focus the beautiful buildings around the square.

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#### SAS Euro Bonus

For the second consecutive year SAS Eurobonus won the 1997 International Freddie Award for best Frequent Flyer program. The Freddie Award is named after the British airline pioneer Sir Freddie Laker, who created remarkable marketing strategies during the 1970's.

#### New York Int. Gift Fair

The Consulate General of Denmark exhibited with a pavillion at the New York International Gift Fair in February at the Javits Convention Center.

Seven Danish companies took part and many American and international buyers visited the Danish presentation.

The Consulate plans to exhibit again at the Stationery Show in May and the New York International Gift Fair in August where Danish companies will present their new products.

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#### Ambassadør William Thune-Andersen

William Thune Andersen, Danish Consul General in New York from 1977 to 1984, passed away in Copenhagen on March 10.

After New York he served as Danish Ambassador to Cairo, Tokyo and finally Rome. He retired in 1996.

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### Denmark in the Summer 1998

-Roskilde (20 miles west of Copenhagen) will celebrate its 1000 years anniversary. Local, national and international events are planned throughout the year.

-In January the Elvis Presley Museum was opened in Odense. It is the only one of its kind outside of the USA. The collection contains more than 1000 items displayed in chronological order enabling visitors to follow Elvis' life and career year by year.

-Tivoli Garden opens its 155th season on April 24th. A major new attraction is "Valhalla", a viking fort whose name is taken from Nordic mythology. There will be spectacular fireworks on Wednesday and Saturday 11:45 pm throughout the season.

-Legoland Park in Billund, East Jutland, a family park set on 18 acres, will be celebrating its 30th season. New this year is the Lego Mindstorm's Center in the Lego Learning Center.

-On May 28th the World of Charles & Ray Eames exhibition will open at the Trapholt Museum in Kolding. The show features the Eames' design agenda from the utilitarian chair to complex issues of human perception and understanding.

-Copenhagen Jazz Festival from July 4 to 12 is celebrating its 20th anniversary. This international event encompasses more than 400 concerts.

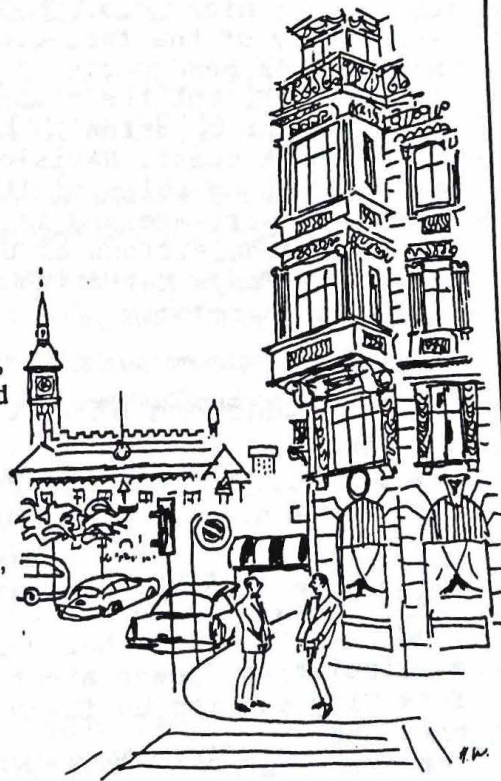
-In Rebild National Park located near Aalborg, Denmark salutes, since 1912, the US Independence Day.

## Enjoy Danish tradition on the best corner in Copenhagen.

In the center of Copenhagen, within steps of City Hall, the Tivoli Gardens, marvelous shopping, convenient transportation and more, the beautiful Hotel Alexandra extends a warm welcome.

Facilities include 63 charming rooms, each with private bath, telephone, TV and a seemingly endless array of amenities. You find yourself surrounded in storied Danish elegance, from the classic architecture and furnishings to the breakfast restaurant that offers a tantalizing choice of homemade Danish specialties. And in every aspect, the service is characterized by a uniquely relaxed style.

The Hotel Alexandra. Your invitation to the finest Danish hotel tradition, on the best corner in Copenhagen. And when you make your reservation, be sure to mention that you saw this ad in this publication; you'll be rewarded with a 10% rate discount and a room upgrade. How's that for Danish hospitality?



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### ISS Out of the US

After much trouble in the US, the Danish cleaning concern ISS has finally withdrawn completely from its American activities. ISS has sold its remaining 19,5 pct. share of its former US subsidiary and will over the next three years end all business with the company. ISS Inc. was taken over by the British billionaire Michael Ashcroft via his holding company Aaxis. But according to ISS CEO Waldemar Schmidt, Ashcroft has too broad a focus for ISS, aiming to create a conglomerate of a wide variety of services, and that is why ISS has no desire to remain as a minority stockholder. The ISS stake was owned through shares in Aaxis. They have now been sold for 2 mio. dollars. Waldemar Schmidt says that ISS has no plans whatsoever of returning to the US market.

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### Navision Expands in the US

Navision Software A/S has decided to open its second US office in Redmond, WA - close to its major US partner Microsoft. The US subsidiary of the fast-growing Navision is headquartered in Atlanta, GA, but the company welcomes the opportunity to expand to the West Coast. Navision has enjoyed strong sales of its financial software and is also planning acquisitions of US companies, says Marketing Director Kristian Thyregod.

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### Chamber Luncheon at DCA Gallery

New York City Councilman Kenneth Fisher was guest speaker at the February Chamber luncheon, held for the first time at the Danish DCA gallery, located at 525 West 22nd Street. Mr. Fisher delivered a stimulating speech about New York City and its business environs.

The ambiance of the gallery, which features Danish artists, and a sumptuous cold table, scored well with everyone in attendance.

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### Copenhagen Promotion

The Metropolitan region of Copenhagen will now benefit from one of the most extensive examples of public-private cooperation. Copenhagen's marketing budget will more than double between now and the year 2001. USA is considered one of the most important markets and will receive approx. \$1.5 million, which will be directed towards Meeting and Incentive Tourism as well as Leisure Tourism.

SAS is one of the biggest private contributors to this grand scale project, in which also public authorities invest considerable means.

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### Cargo

In January SAS Cargo at Newark moved into a new state-of-the-art fully automated completely enclosed terminal. "Our multimillion dollar investment in this facility coupled with our 25 year lease agreement clearly demonstrate SAS Cargo's continued commitment to this region and to the North American market" said Peter Gronlund, V.P. of SAS Cargo. Furthermore, the new computerized system integrates electronic data interchange (ED) and the Internet, so customers can instantly trace shipments and access interactive timetables directly at the company's web site ([www.flysas.com](http://www.flysas.com)). An automated manifest system provides accurate information as well as paper-less pick-up. Press release

### Simatek looks to the US

Simatek Engineering A/S has entered into a strategic alliance with EPR Inc. in the Boston area. Increasing sales of its high tech filter systems for dust and waste gasses is behind the leap into the US market. Simatek negotiated with several US companies before settling on EPR Inc. which has shown a keen interest in the product, and is in the process of building a new factory to accommodate it.

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### **From the Train to the Plane**

On the September 27, 1998, train connections between Copenhagen International Airport and the Central Railroad Station in downtown Copenhagen will open. Located directly below the airport's departure and arrival terminals, the train is a short escalator ride from the gates. The train ride takes just 10 minutes and the fare will be approx. \$2.50 - compared to a taxi ride of \$18. Press release

### **Dako Near US Break-Through**

The Danish biotech-company Dako has entered into a deal with Genentech. An agreement to supply diagnostic tests for the US biotech giant has the potential to be one of the most important deals ever for Dako by opening up to a market of 180.000 patients annually in the US alone. The test kit from Dako makes it possible for Genentech to discover if breast cancer patients can be helped by Genentech's recently developed anti-cancer drug Herceptin. Dako Research Director Sven Godtfredsen says that the company expects the test kit to become one of its most important products in the future. Genentech and Dako expect to have both the drug and the test submitted for approval by the US Food and Drug Administration by the second quarter of this year.

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### **Nike in Denmark**

Earlier this year the American giant active wear company, Nike, opened its first Scandinavian mega retail store in Brønshøj, a suburb of Copenhagen. Further expansion is expected in Scandinavia although no plans have been announced.

With the coming bridge to Sweden, and the easy European connection via the tunnel/bridge across the Great Belt, the Copenhagen area has become very attractive to international retail chains, according to Kaj Hermansen, Nike's Danish representative.

### **Software Co. on US Buying Spree**

LICenergy A/S, a Birkerød-based software company producing software to the oil and gas industry, has been shopping for expansion in the US. In January LICenergy took over its main competitor, Modisette Associates in Houston. That secured the Danish company the number one position in North America in its highly specialized field - simulation-based software that helps control the flow in oil and gas pipelines. More recently, the Danish company has entered into an agreement to acquire the pipeline activities from the American company Scientific Software - Intercomp Inc., a deal that will secure LICenergy the position of world leader. The Danish company is planning an IPO in the beginning of April. Its revenues grew 55 pct. last year to 68.5 mio. Dkr.

### **Univeyor Sold to US Company**

Univeyor A/S in Arden, Northern Jutland, has found a new owner - the fast growing US concern Columbus McKinnon Corp. in Buffalo, NY. Mr. Peter Iversen, CEO of Univeyor, says that the company was at a crossroads where it was crucial to find a strong partner in order to keep up its aggressive growth strategy. To join the US organization is an ideal solution according to Iversen. The deal secures Univeyor the capital necessary to finance further growth and also gives it access to a string of new markets via Columbus McKinnon's extensive sales organization.

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### Museum of Modern Art Exhibition

In celebration of the 100th anniversary of the birth of the renowned Finnish architect, designer, and town planner, Alvar Aalto the Museum of Modern Art is exhibiting original drawings and models of Aalto's architecture. The exhibition runs from February 19-May 19, 1998.

In conjunction with this grand scale exhibition the museum has set up a section in their Design Store called "the Nordic Celebration", where they display and sell Scandinavian and Finnish products. Among the Danish companies and designers represented in this section are: Arne Jacobsen, Georg Jensen, Royal Copenhagen, Danish Steel House, Bodum, Tommy Larsen, Folle, and Stelton.

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### Danish Cultural Activities

- March 5 - Danish artist POUL LANGE exhibits his  
 April 30 collages and photographs at UNIBANK GALLERY,  
 20 West 55th Street, NYC, together with  
 paintings and photographs by Finnish artist  
 Marianne Falk. This exhibition is presented by  
 the AMERICAN SCANDINAVIAN SOCIETY. Please call  
 curator Elfi von Kantzow Alvin at (212) 348 -  
 0133 for further information.
- March 21 DANISH AMERICAN SOCIETY & DANISH AMERICAN CHAMBER  
 OF COMMERCE are having their annual Gala Dinner  
 Dance at the Harvard Club, NYC. The event will  
 celebrate *The Life and Work of Jacob A. Riis, the  
 Dane who drew the attention of America to "How  
 the Other Half Lives."* Her Royal Highness  
 Princess Benedikte, who is the patron of the  
 Jacob Riis Settlement House in Queens, will be  
 present together with her husband Prince Richard.  
 Please call (212) 980 - 6240 for further  
 information.
- March 22 "HANS CHRISTIAN ANDERSEN COMES TO TOWN"....  
 3:00 pm with singing and storytelling by Rolf Stang  
 at the COMMUNITY CHURCH OF DOUGLSTON, 39-50  
 Douglaston Parkway, Douglaston, NY. Reserva-  
 tions recommended - call (718) 229 - 2169.
- April 4 - Danish artist MICHAEL KVIUM shows his work at  
 May 9 DCA Gallery, 525 West 22nd Street, NYC.  
 Tel: (212) 255 - 5511. Opening reception on  
 Saturday April 4, 6 - 8 pm.
- April 6 Danish opera singers EVA JOHANSSON and GERT  
 HENNING-JENSEN in their debut at the  
 METROPOLITAN OPERA in "The Meistersingers of  
 Nürnberg" at Lincoln Center, NYC. Tel: (212)  
 362 - 6000.